

# TELUS Cookies Notice

At TELUS, we are committed to safeguarding your personal information, and we are transparent about how we handle your personal information. Accordingly, we developed this Cookies Notice to inform you about our use of cookies across our websites. We want you to understand what cookies are, how TELUS uses cookies and what your choices are.



## What are cookies?

A cookie is a small text file, often containing a unique identifier, stored by your web browser when you visit a website. Websites use cookies to help provide certain functions, and to personalize your web experience by remembering things like your language preferences or items in your shopping cart.

## How does TELUS use cookies?

TELUS uses cookies to understand how you interact with our websites, communications, services and selected third party websites primarily with the aim of improving your user experience. The following is a summary of how TELUS uses cookies:

### Essential.

TELUS uses cookies that are essential for navigating and enabling certain functioning of TELUS websites. For example, these types of cookies assist TELUS in authenticating you and your device or allows TELUS to administer secure websites for security purposes. If you choose to disable these cookies, specific features of the TELUS websites, such as accessing your account or making a purchase, may not be available.

### Performance.

TELUS uses cookies to understand how customers use TELUS websites and services in order to improve their performance. Performance cookies generate aggregated, de-identified information which provide insights into trends and usage patterns that may be used for business analysis, website and service improvements, and for determining performance metrics. For example, these types of cookies help track the number of visitors to our websites.

### Selections.

TELUS uses cookies to remember your selections while visiting a TELUS website. These types of cookies allow TELUS to recognize your device so that you do not have to provide the same information repeatedly. For example, we may use cookies to remember your language preferences or province selected.

## Personalization.

TELUS uses cookies to personalize your experience while visiting a TELUS website. These cookies may be used to deliver TELUS content to you that is customized to your interests based on an inference from your browsing patterns on our websites or from your customer relationship with us. For example, a relevant offer about a product or service may be displayed to you based on the existing products and services you currently have with TELUS.

## Advertising and third party cookies.

TELUS uses cookies to deliver tailored TELUS advertising to you. We may work with advertising agencies to place cookies to help deliver ads on third party websites where we purchase advertising. These types of third party cookies enable us to understand what TELUS ads you see and interact with, both on our website and on third party websites. This helps us to measure the success of our advertising campaigns. For example, when you click on a TELUS ad on a third party website, cookies are used to track the effectiveness of the advertising campaign. As part of this process, we do not disclose your personal information to the third party website.

## Other similar technologies.

In addition to cookies, TELUS also uses pixel tags which are small transparent images embedded in a web page or an email. We use pixel tags in connection with cookies to help operate our website and emails. For example, TELUS may include pixel tags in email messages or newsletters in order to determine whether or not they are opened or acted on. Third parties may also use pixel tags to help compile aggregated statistics and determine the effectiveness of TELUS promotional campaigns.

## What are your options with cookies?

You have a number of options on how you manage your cookies. Through your browser settings, you can accept, refuse or delete cookies. However, if you choose to delete or refuse to accept cookies, some or all of the functions on our TELUS websites may not be available to you. To change your browser cookies settings you can visit the following help pages:

- **Microsoft Windows Explorer**
- **Google Chrome**
- **Mozilla Firefox**
- **Apple Safari**